EMP SKO Survey Results

JUNE 2026

EMP's 2026 SKO Survey Results: Companies Are Expanding SKO Investments

At EMP we use data to drive informed decisions and regularly survey clients on key areas to gather information. Here are key takeaways from our 2026 SKO survey as compared to our 2023 survey results:

SKOs are becoming larger strategic investments. Longer duration events and higher costs indicate executives continue to prioritize face-to-face sales engagement.

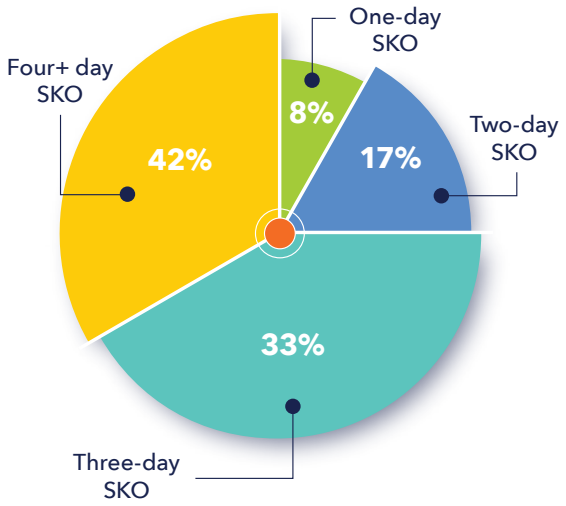
Organizations are bringing more people together. Attendance growth suggests increased emphasis on alignment, culture, and cross-functional collaboration.

Per-attendee investment is rising. The SKO cost profile has shifted upward since 2023, with the largest concentration of events now spending $4,000–$4,999 per attendee rather than $3,000–$3,999.

Respondents are all technology firms ranging in size from mid-size to large companies. They are primarily headquartered in the U.S. but have global representation. The survey was completed in June 2026 and asked respondents to share data on their 2026 sales kick off event.

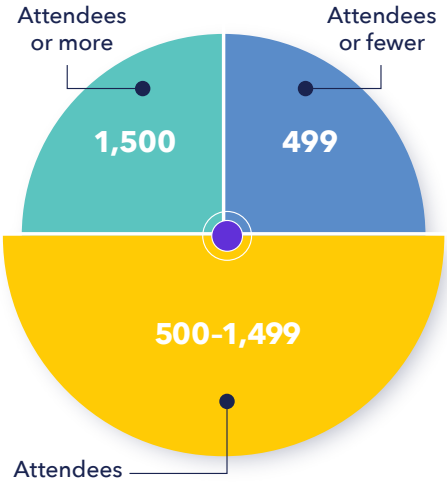
How many days is your 2026 SKO?

Comparing 2026 survey data to 2023, organizations are shifting away from shorter formats and making larger investments in longer SKOs. Percentage of 4+ day events nearly tripled.

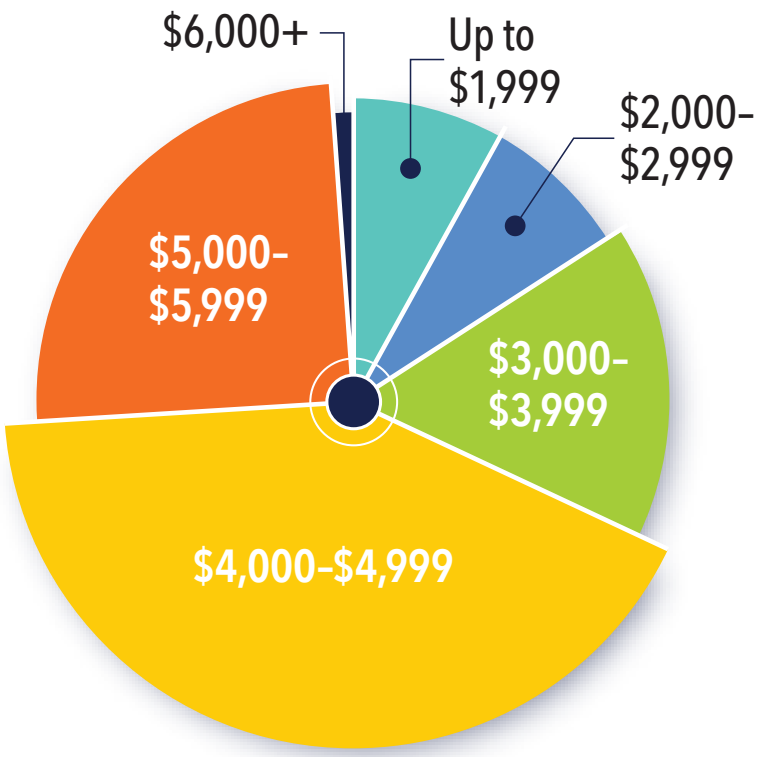


Number of 2026 SKO attendees

In the 2026 survey, the largest segment of respondents was **500–1,499 attendee range**, while the percentage with 1,500+ attendees increased. This compares to 2023 responses, where the most commonly reported SKO size was **499 attendees or fewer**. This reflects broader organizational participation and greater investment in company-wide alignment.



What is your all-in cost per attendee?



In 2023, the largest concentration of respondents' budgets fell within the $3,000–$3,999 range, with very few reporting costs above $5,000. In 2026, the largest segment shifted to $4,000–$4,999 per attendee. Longer event durations are a key factor driving this increase.

Who attends your SKO for education purposes?

Sales and Marketing are primary SKO event attendees

Other titles attending:

- Revenue Operations
- Channel and Partner teams
- Customer Success

In addition to your SKO Event Program Expenses, what other areas do you include in your SKO budget?

Have an idea for a future survey or looking for data on a particular topic? Reach out to John Tatusko, EMP, VP of Event Solutions.

Email: **john@eventmarketingpartners.com**

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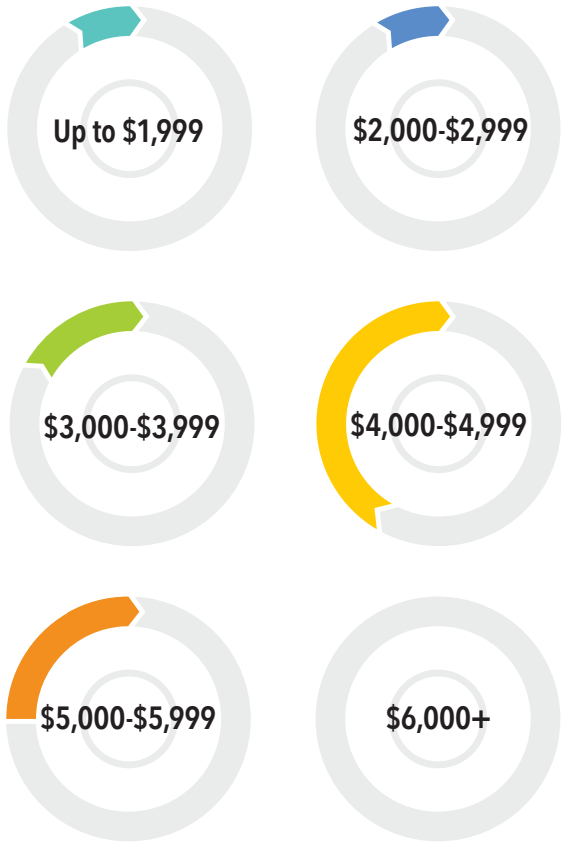

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